

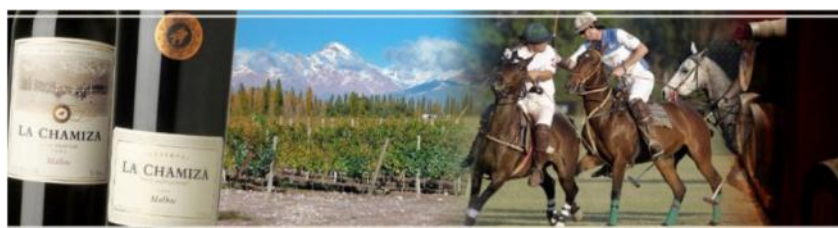
Harpers EXCLUSIVE - LIWSF Preview

FOR IMMEDIATE RELEASE
27 April 2007



LIWSF launch: Argentine wine range
La Chamiza “the wine of choice for the Polo season 2007”

Making its first appearance at the LIWSF 2007 is Bath-based independent World Wine Agencies [Stand I5, Agents Arena], showcasing the multiple award-winning new range of On-Trade wines from La Chamiza, Argentina.



To mark the UK launch of the La Chamiza's Polo wines, World Wine Agencies has just announced exclusive partnership deals with three of the UK's top polo clubs.

Beaufort Polo Club, Ascot Park Polo Club and The Royal Military Academy Sandhurst Polo Club have selected the wines as flagship wines. Over the next five seasons, La Chamiza will feature as the **'Wine of Choice'** both in the clubhouse and at key high goal tournaments. The agreements include major branding opportunities, corporate hospitality and sponsorship of prestigious fixtures such as the Argentine Club Cup - which offers the highest standard of polo played in the world outside Argentina.

Commenting on the partnership agreements, Nicky Burston (Director of World Wine Agencies and current finalist in the Bristol Evening Post Entrepreneur of the Year Awards) said:

“Polo is the oldest ball sport in the World. It's also the third fastest, with the highest AB profile of any spectator sport and I'm really excited to be closely involved with such an exhilarating game!”

“From the start of the season, we'll be focusing on the 2006 vintages of La Chamiza Polo Amateur Merlot, Cabernet Sauvignon, Brut sparkling and the indigenous Torrontés and Malbec varietals.”

“World Wine Agencies will also be working closely with the Special Events Team at each of the clubs on a number of unique wine tasting initiatives as the action-packed season progresses ...”

Visitors to the stand will be able to taste the full Polo Amateur range, featuring Chardonnay, Malbec, Shiraz, Cabernet Sauvignon and Merlot - distributed nationwide by regional specialists at £5.95.

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PR contact:

For further information, hi-res visuals or samples please contact
Nicky Burston at World Wine Agencies on 07764 372229 or email: nicky@worldwineagencies.com

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Notes to the editor:

World Wine Agencies is a rapidly emerging independent importer, distributor and broker of New World wines across all channels. Just embarking on her second year of trading, Nicky Burston has already earned a solid reputation for consistently over-delivering on quality at each price point, with a rapidly expanding customer base including the Co-op, P&O World Cruises, Whitbread PLC and a number of key independent wholesalers and retailers throughout the UK.

Nicky has recently been short listed as a finalist in the Bristol Evening Post Entrepreneur of the Year Awards 2007. The results will be announced at a gala dinner in Bristol's Ashton Gate Stadium on 10th May 2007.

Understanding retailer needs and consumer buying behaviour is key to the success of World Wine Agencies. With a proven track record of responding to ever-evolving market conditions, the company works back from consumer demand, sourcing styles of wine that consumers really want and filling crucial gaps in the market:

"It's not rocket science!

says Nicky

... as an independent operator, I'm not constrained by the big corporate machine so can take decisions fast and meet logistical challenges head on.

My overheads are low and margins small. I'm passionate about making the purchasing experience easier for customers and offering 'real' wines at genuine value-for-money price points".

www.worldwineagencies.com

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